



**Green Mountain Energy<sup>sm</sup>**

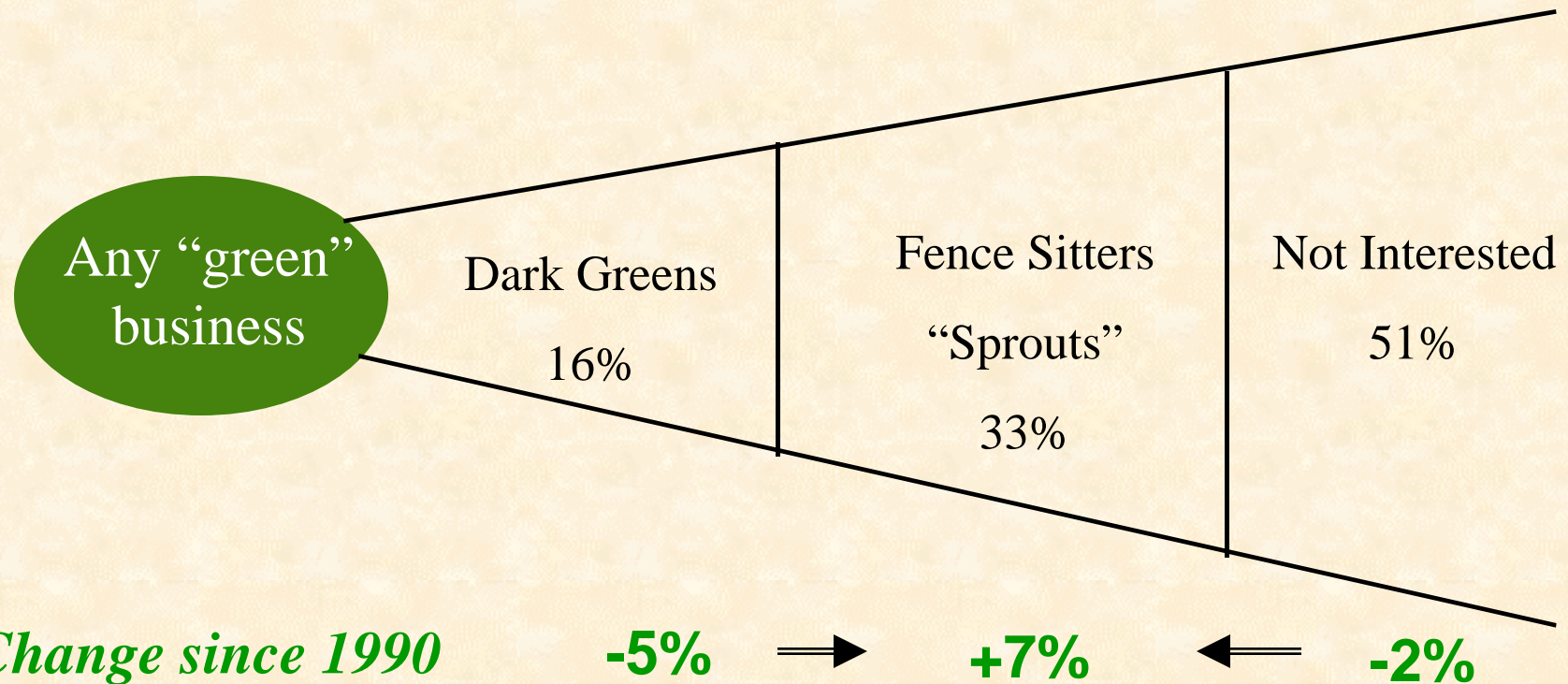
**Choose wisely. It's a small planet.<sup>sm</sup>**

**John Savage**  
**Green Mountain Energy Company**

# **Will the Internet Save the Planet?**

- **Internet economy is energy efficient**
- **Web is a natural aggregation tool**
- **Infinite product selection**

# Sprouts are the “tipping point”



- Environmental concern is growing
- Environmental lifestyles are declining

# **What Do “Fencesitters” Think**

## *about using the Internet*

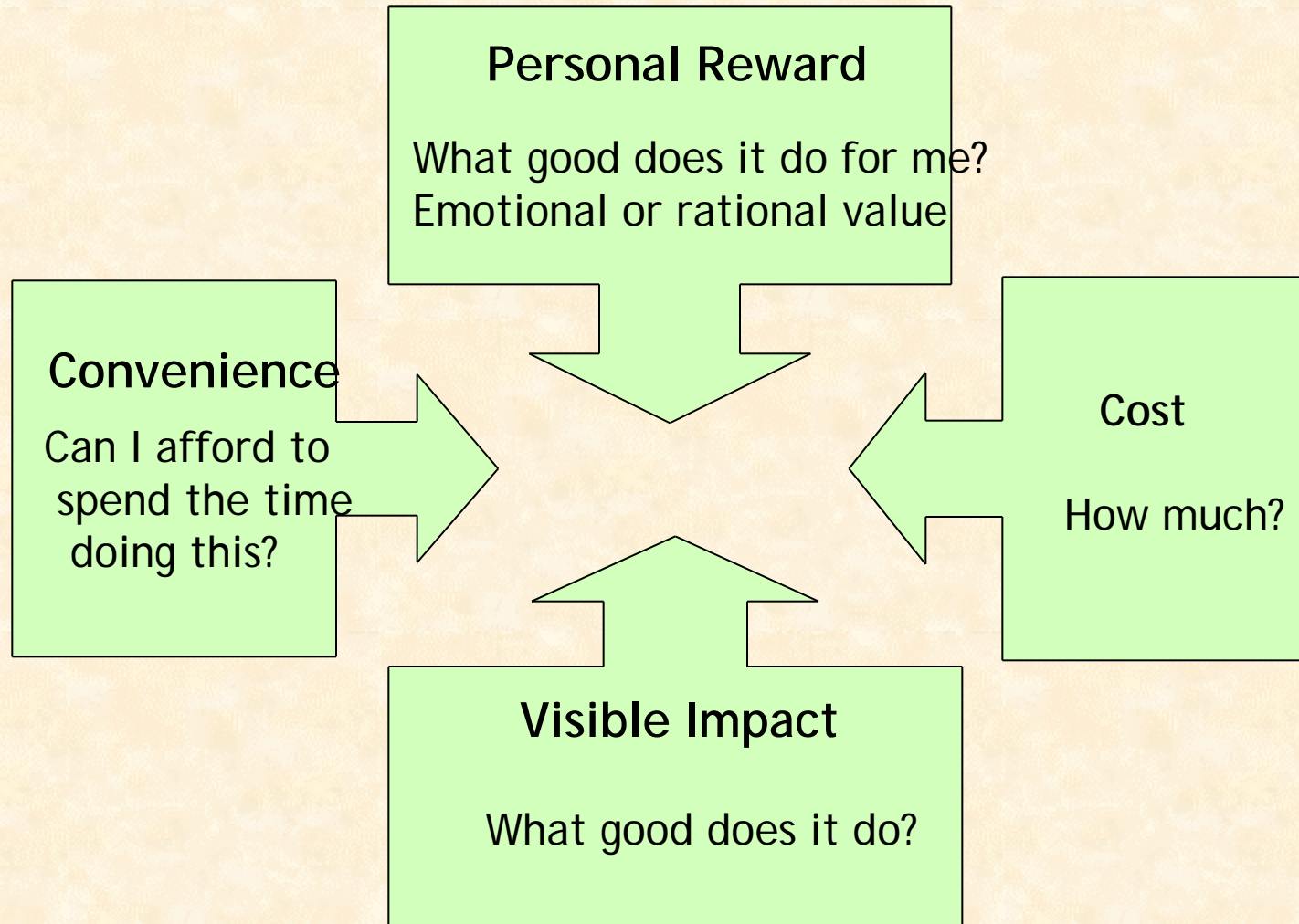
- **Leading use is for communications and research, not shopping**
  - instant messaging and e-mail
- **Value convenience more than price**
  - time is money
- **4 million Web sites are a lot to surf**
  - brands enable consumers to find their way



# What Do “Fencesitters” Think *about environment problems*

- Environmental problems not ones they are proactively seeking to *solve* in their lives, like finances or health.
- Catalysts to a more environmental lifestyle are interpersonal rather than market driven.
- While they aspire to do the right thing, “fencesitters” apply a cost-benefit analysis in deciding what actions to take for the environment.

# The Decision Point



## Catalysts: “Garbage barge”

Change *community infrastructure* Status quo



**Convenience:** Curbside pick-up.  
**Cost:** Minimal or mandatory  
**Personal Reward:** Validation to neighbors.  
**Visible Impact:** Colored bins.  
Recycled content in products



**Convenience:** Sorting is a hassle

***Catalysts: Increasing availability; quality.  
Media coverage of health issues***

**Change**



**Status quo**

***Convenience:*** Available side-by-side  
***Cost:*** Declining  
***Personal Reward:*** Healthy; tasty  
***Visible Impact:*** Ubiquity at retail



***Convenience:*** Not always available  
***Cost:*** Sometimes a lot more.

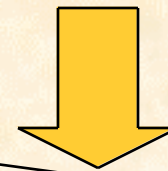


*No catalyst to date*

**Change**

*Cost:* Could be less

**Status quo**



*Convenience:* Hard to coordinate

*Personal Reward:* Feel good,  
but less freedom

*Visible Impact:* Few doing it.

*No catalyst to date*

**Change**

**Status quo**



***Personal Reward:*** feel good switching on the lights

***Convenience:*** takes 5 minutes to switch



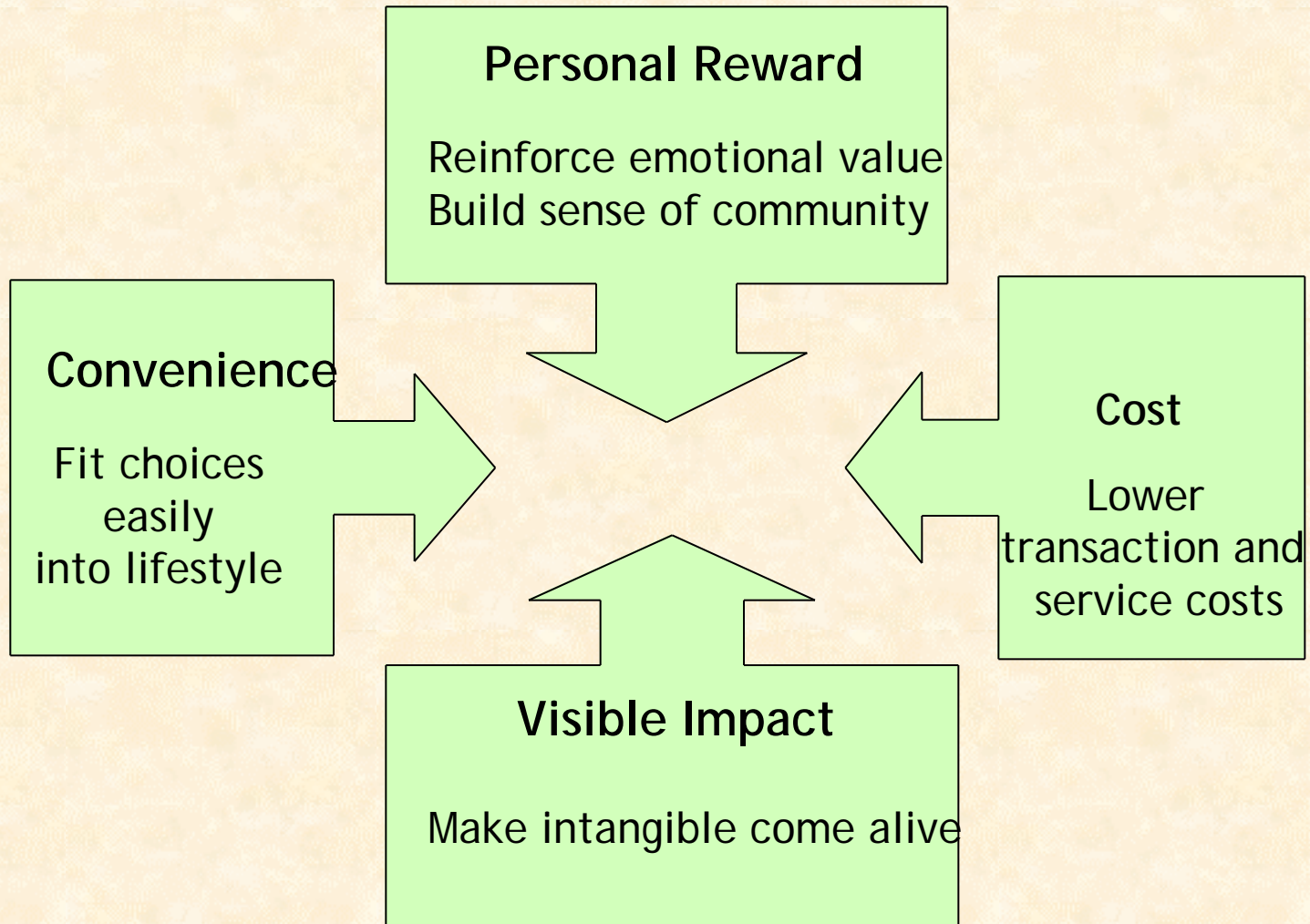
***Cost:*** Likely higher

***Convenience:*** two bills; reliability

***Visible Impact:*** no product interaction

# The Decision Point

*How the Web can tip the balance*



# A Few Predictions

- **Web simplifies environmental "activism" and participation rates rise dramatically**
  - aggregation through self-organizing communities
    - EnviroLink, care2.com
  - charitable giving online
    - greatergood.com, hungersite.com
- **Commercial aggregation attempts will continue to struggle**
  - verde.com and wholepeople.com



# A Few Predictions

- **Proliferation of free information on Web accelerates adoption of sustainable business practices**
  - 2/3 of consumers likely to switch to brand associated with good cause
  - PlanetFeedback.com
  - browser-based green scorecards

# A Few Predictions

- **There will be no internet brands, only brands**
  - eBay and Yahoo have magazines
  - AOL bought Time-Warner
  - many online categories already dominated by “offline” brands (Southwest, Dell, Bank of America)

# A Few Predictions

- **There will be no "green" brands, only brands**
  - Ben & Jerry's makes delicious ice cream
  - Patagonia designs high-performance outdoor gear
  - Body Shop develops high-quality beauty products

# **Will the Internet Save the Planet?**

- **Unfortunately, no.**
- **It's still up to us.**